

## TEACHING EVALUATION

MASTER OF SCIENCE IN  
**MARKETING MANAGEMENT**  
2022-23 a.y.



## Teaching evaluation 2022-2023 a.y.- Attending Students

### Graduate School

Degree programme: MM

N° of questionnaires processed: 2588

## 1. EVALUATION OF ATTENDING STUDENTS\*

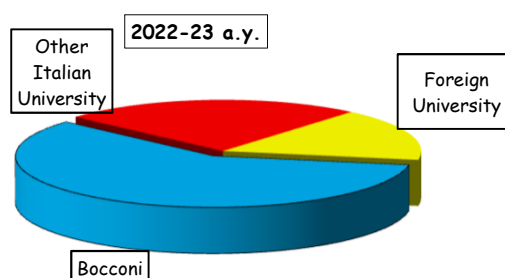
### STUDENT INFORMATION

#### Year of study

	Questionnaires processed		Questionnaires processed/students	
	a.v.	%	2022-23	2021-22
1°	2.075	80,2	73,7	37,8
2°	513	19,8	42,4	32,1
TOTAL	2.588	100,0	64,3	36,1

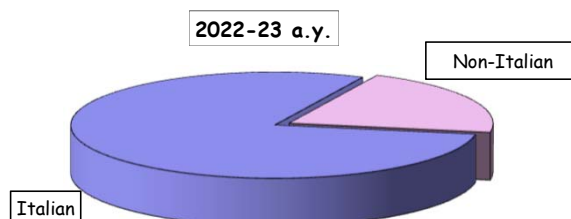
#### University of the undergraduate program

	a.v.	%	
		2022-23	2021-22
Bocconi	1.523	58,8	49,9
Other Italian University	636	24,6	28,8
Foreign University	429	16,6	21,3
TOTAL	2.588	100,0	100,0
N.R.	0		



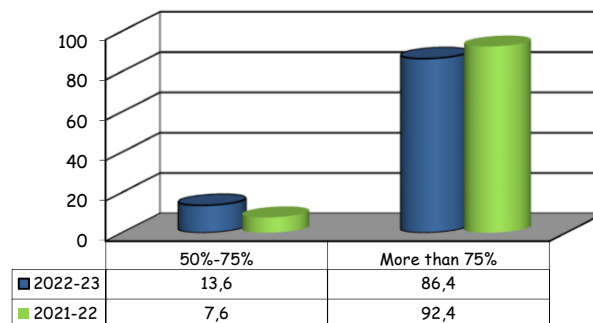
#### Nationality

	a.v.	%	
		2022-23	2021-22
Italian	2.053	79,3	76,7
Non-Italian	535	20,7	23,3
TOTAL	2.588	100,0	100,0



#### Percentage of lessons attended (as declared by the student)

	a.v.	%	
		2022-23	2021-22
50%-75%	352	13,6	7,6
More than 75%	2.236	86,4	92,4
TOTAL	2.588	100,0	100,0



(\*): This section summarizes the statistical results of evaluations given by students who declared (in the classroom or remote survey) an attendance of more than 50% of the course lessons.

**Teaching evaluation 2022-2023 a.y. - Attending Students  
Graduate School**

Degree programme: MM

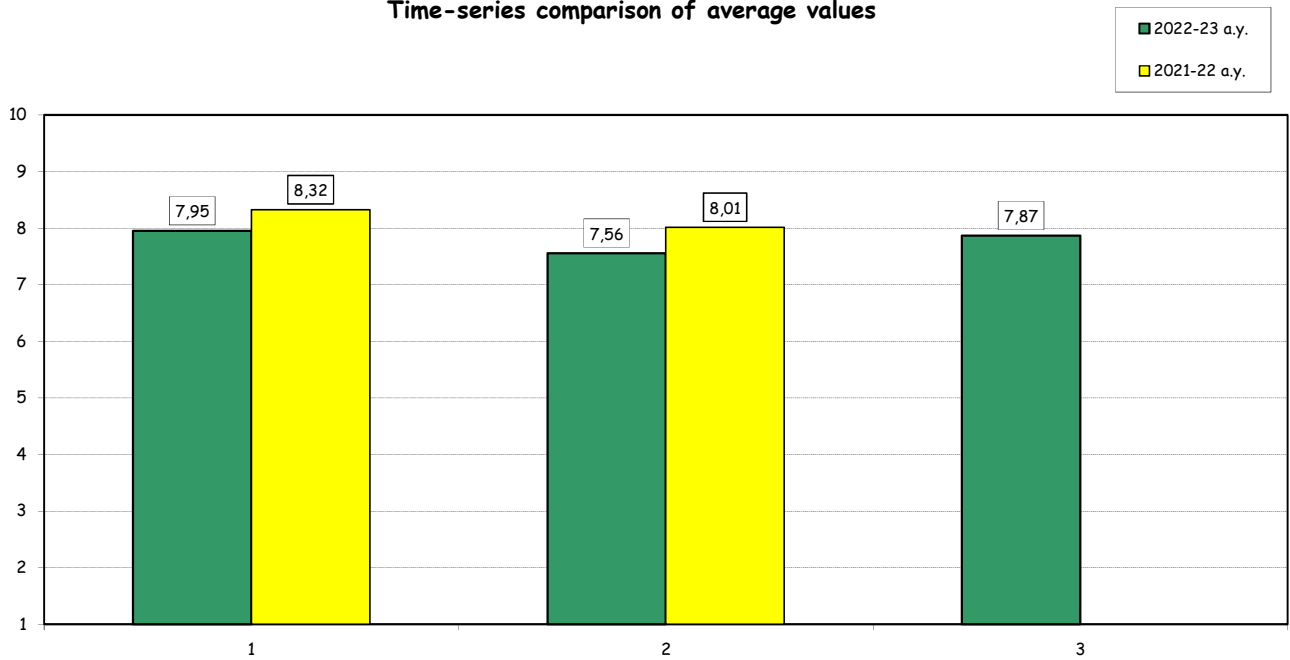
N° of questionnaires processed: 2588

**2. OVERALL SCHOOL EVALUATIONS**

**SECTION A - SUMMARY ASSESSMENT**

Item		Strongly disagree		Disagree		Agree		Strongly agree		Total		N.A.	Median Values
		1-2		3-4-5		6-7-8		9-10		a.v.	%		
		a.v.	%	a.v.	%	a.v.	%	a.v.	%				
1	I am interested in the course topics.	37	1,4	166	6,4	1316	51,0	1060	41,1	2579	100,0	9	8,0
2	Overall, I am satisfied with the way the course has been carried out.	68	2,7	268	10,6	1320	52,1	876	34,6	2532	100,0	56	8,0
3	The teaching activity is satisfactory.°	106	2,4	396	9,1	1939	44,6	1902	43,8	4343	100,0	8	8,0

**Time-series comparison of average values**



(°): The item is repeated as many times as the number of instructors evaluated within each course. For this reason the total amount of answers may vary significantly from that recorded for the rest of the items.

## Teaching evaluation 2022-2023 a.y. - Attending Students

### Graduate School

Degree programme: MM

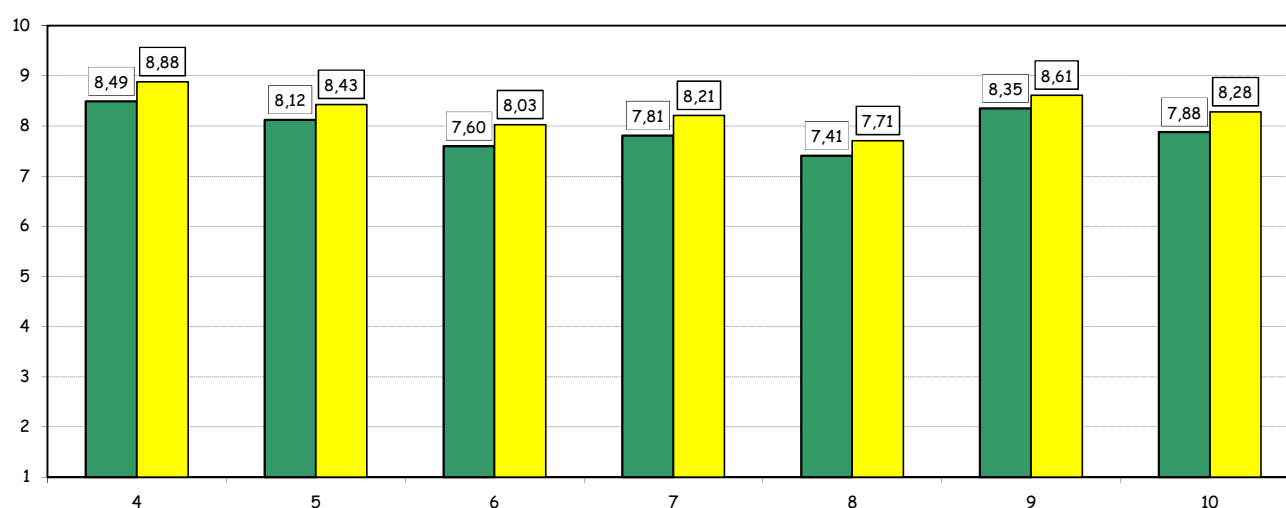
N° of questionnaires processed: 2588

### SECTION B - COURSE ORGANISATION

Item	Answers	Strongly disagree		Disagree		Agree		Strongly agree		Total		N.A.	Median Values
		1-2		3-4-5		6-7-8		9-10					
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%		
4	The schedule of lectures, practice and any other teaching activities has been respected.	19	0,7	93	3,6	997	38,9	1456	56,8	2565	100,0	23	8,0
5	The prior academic knowledge was adequate for understanding the topics covered in the course and included in the examination program.	44	1,7	158	6,2	1115	43,7	1236	48,4	2553	100,0	35	8,0
6	The course material is adequate (useful/complete) for the study of the course subject.	65	2,5	276	10,8	1289	50,5	922	36,1	2552	100,0	36	8,0
7	The exam rules and procedures have been explained clearly.	54	2,1	239	9,4	1187	46,8	1059	41,7	2539	100,0	49	8,0
8	The workload required for this course is appropriate compared to the number of credits allocated to it.	112	4,4	288	11,3	1281	50,3	866	34,0	2547	100,0	41	8,0
9	The course has been carried out in accordance with the syllabus published on the website.	28	1,1	98	3,9	1071	42,2	1339	52,8	2536	100,0	52	8,0
10	The supplementary activities (practice, workshops, group work, etc.), if present, have been helpful in learning the course topics.	60	2,4	195	7,7	1155	45,8	1113	44,1	2523	100,0	65	8,0

**Time-series comparison of average values**

■ 2022-23 a.y.  
■ 2021-22 a.y.



**Teaching evaluation 2022-2023 a.y. - Attending Students**  
**Graduate School**

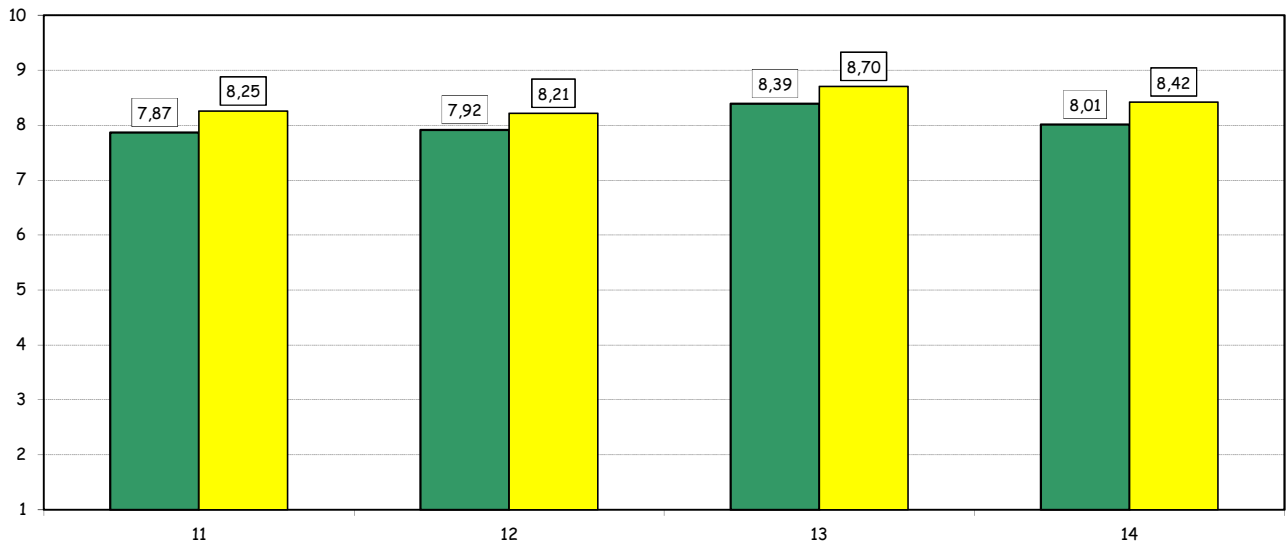
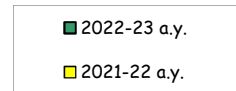
Degree programme: MM

N° of questionnaires processed: 4351

**SECTION C - TEACHING ACTIVITIES<sup>o</sup>**

Item	Answers	Strongly disagree		Disagree		Agree		Strongly agree		Total		N.A.	Median Values
		1-2		3-4-5		6-7-8		9-10		a.v.	%		
		a.v.	%	a.v.	%	a.v.	%	a.v.	%				
11	The instructor stimulates interest in the course subject.	125	2,9	375	8,7	1886	43,8	1922	44,6	4308	100,0	43	8,0
12	The instructor explains the topics in a clear manner.	116	2,7	331	7,7	1901	44,2	1951	45,4	4299	100,0	52	8,0
13	The instructor is available for clarifications and explanations (even remotely)	47	1,1	194	4,5	1672	39,0	2373	55,4	4286	100,0	65	9,0
14	The instructor encouraged interaction during the lessons.	115	2,7	317	7,4	1790	41,7	2067	48,2	4289	100,0	62	8,0

**Time-series comparison of average values**



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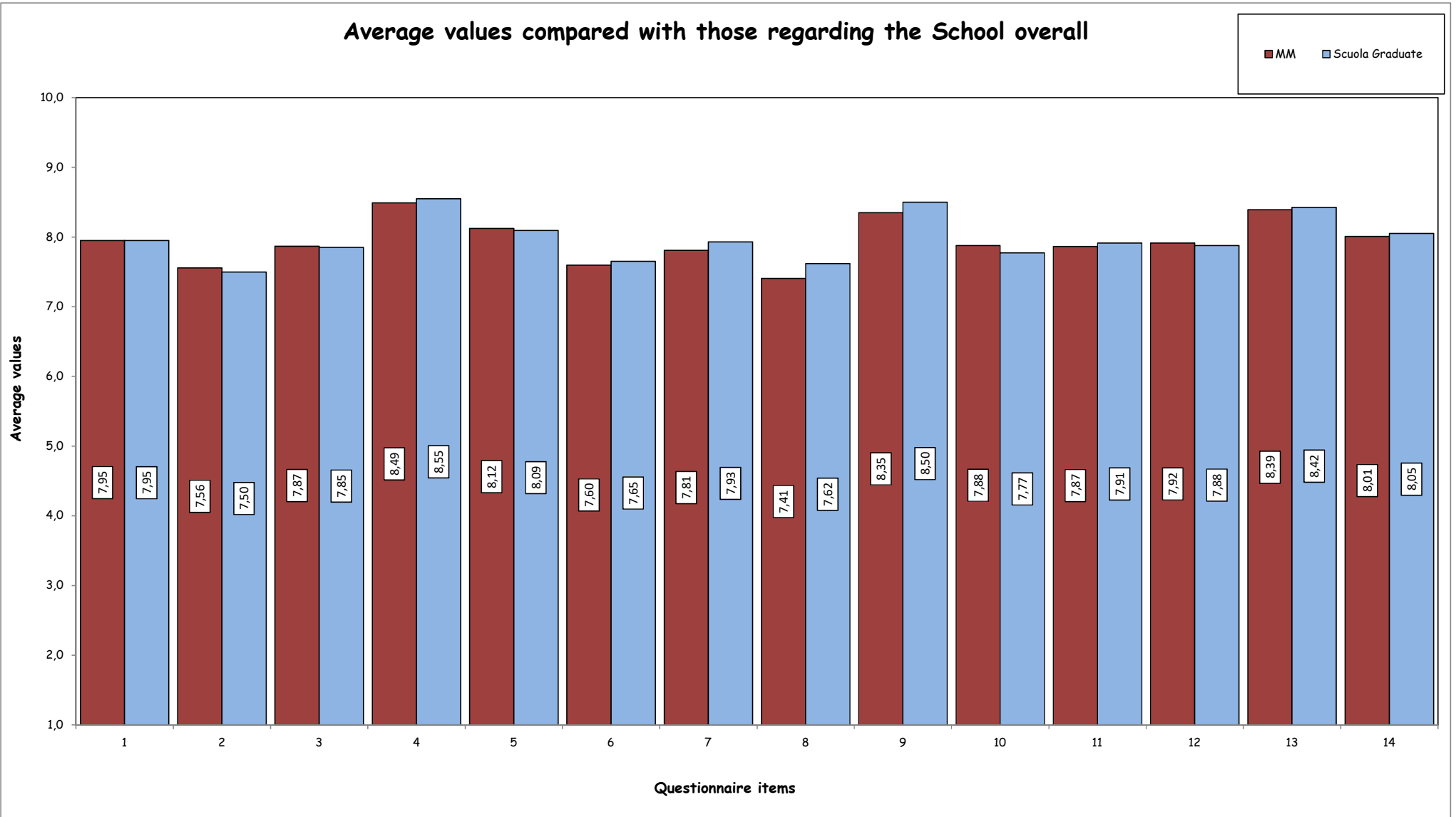
Teaching evaluation 2022-2023 a.y. - Attending Students

Graduate School

Degree programme: MM

N° of questionnaires processed: 2588

Average values compared with those regarding the School overall



Teaching evaluation a.y. 2022-2023 - Non Attending Students

Graduate School

Degree programme: MM

N° of questionnaires processed: 503

2. EVALUATION OF NOT ATTENDING STUDENTS\*

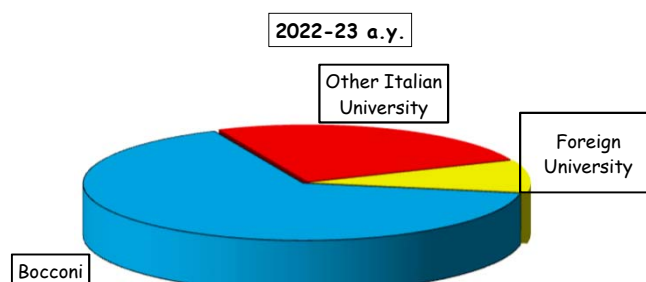
STUDENT INFORMATION

Year of study

	Questionnaires processed		Questionnaires processed/students enrolled	
	a.v.	%	2022-23	2021-22
1°	185	36,8	6,6	9,2
2°	318	63,2	26,3	7,7
TOTAL	503	100,0	12,5	8,8

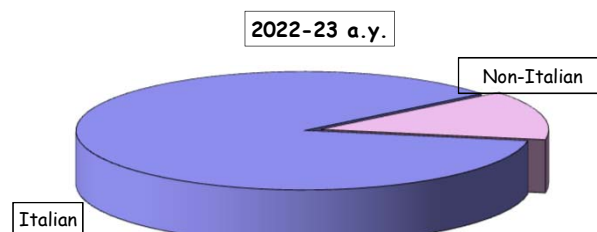
University of the undergraduate program

	a.v.	%	
		2022-23	2021-22
Bocconi	330	65,6	58,1
Other Italian University	127	25,2	20,4
Foreign University	46	9,1	21,6
TOTAL	503	100,0	100,0
N.R.	0		



Nationality

	a.v.	%	
		2022-23	2021-22
Italian	435	86,5	72,6
Non-Italian	68	13,5	27,4
TOTAL	503	100,0	100,0



(\*): This section summarizes the statistical results of evaluations given by students who declared (in the classroom or remote survey) an attendance of less than 50% of the course lessons.

## Teaching evaluation a.y. 2022-2023 - Non Attending Students

Graduate School

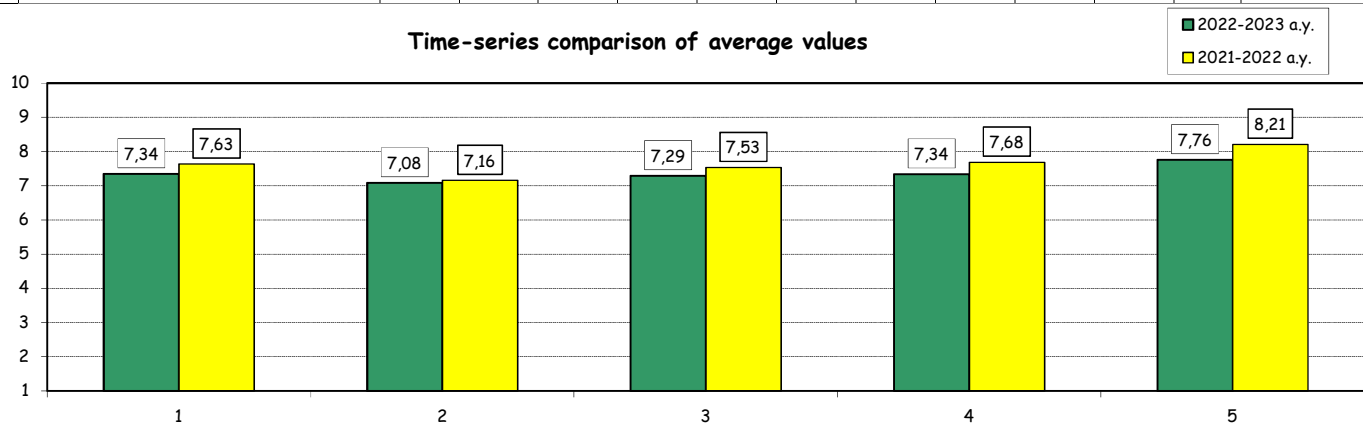
Degree programme: MM

N° of questionnaires processed: 503

### EVALUATIONS

Item		Strongly disagree		Disagree		Agree		Strongly agree		Total		N.A.	Median Values
		1-2		3-4-5		6-7-8		9-10					
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%		
1	Your prior academic knowledge was sufficient for understanding the topics covered in the course and included in the examination program.	11	3,1	49	13,9	184	52,3	108	30,7	352	100,0	151	8,0
2	The workload required for this course is appropriate compared to the number of credits allocated to it.	13	3,7	54	15,4	198	56,4	86	24,5	351	100,0	152	7,0
3	The course material and recommended reading list are adequate (useful/complete) for the study of the course subject.	9	2,6	48	13,8	190	54,6	101	29,0	348	100,0	155	8,0
4	The exam rules and procedures have been explained clearly.	10	2,9	47	13,7	183	53,4	103	30,0	343	100,0	160	8,0
5	The instructor is available for clarifications and explanations (even remotely)	9	2,6	34	9,9	169	49,1	132	38,4	344	100,0	159	8,0

**Time-series comparison of average values**



**Average values compared with those regarding students who declared an attendance of more than 50% of the lessons**

